DOCUMENT RESUME

ED 391 174 CS 215 197

AUTHOR	Fischer, Ann; Northey, Margot
TITLE	Impact: A Guide to Business Communication.
REPORT NO	ISBN-0-13-030636-3
PUB DATE	93
NOTE	256p.
AVAILABLE FROM	Prentice Hall, Order Processing, P.O. Box 11071, Des Moines, IA 50336-1071 ($15.95).
PUB TYPE	Guides - Classroom Use - Teaching Guides (For Teacher) (052) -- Books (010)
EDRS PRICE	Document Not Available from EDRS.
DESCRIPTORS	*Business Communication; *Communication Skills; *Grammar; Higher Education; Job Application; Language Usage; Punctuation; Writing Exercises; *Writing Processes; *Writing Skills
IDENTIFIERS	Writing Contexts

ABSTRACT

Helping business students to communicate better, this book addresses approaches and techniques for planning messages and selecting media, discusses a broad range of business writing situations, and covers key situations most managers would face on the job. Exercises in the book were written at two levels of difficulty (those applying basic techniques and those requiring a broader angle of decision-making skills), and most of the exercises have an oral as well as a written component. Chapters in the book are: (1) Thinking about Communications; (2) Strategies in Planning Messages; (3) Writing Clearly; (4) Writing with Impact; (5) Letters and Memos: Giving Routine and Good News; (6) Refusals or Giving Bad News; (7) Persuasive Writing; (8) Informal Reports; (9) Formal Reports and Proposals; (10) Oral Presentations and Meeting Management; (11) Communicating To Get a Job; (12) A Practical Grammar; and (13) Guide to Punctuation. A checklist of misused words and phrases is attached. (RS)

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